AMERICAN Bride

THE RIKE-KUMLER COMPANY

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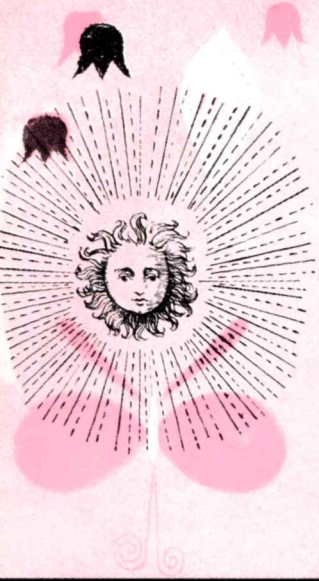
WHEN A GIRL SAYS...

Memory-making days are ahead . . . each wedding
plan you make will be a thrill of anticipation.
For days that will be free of anxiety about
procedure and custom, let us help you. Start now
to plan your memorable days . . . visit our Consultant.



Wedding Etiquette

FIRST THINGS FIRST! Before you decide on plans you must make three basic decisions: date, place and form of ceremony. From the beginning, apportion your time and money. Although "short notice" weddings can be lovely, the ideal planning period is three months. We'll help plan according to your needs. Allowing three months for your preparation, let us chart your course for a well-planned wedding.

The First Month

VISIT YOUR CLERGYMAN. Set date and hour for wedding and rehearsal. Discuss church customs. Ask church secretary about fees for organist and sexton.

RESERVE ROOMS for reception. Estimate number of guests before making choice. It is wise to engage caterer if reception is held at home. In such case, consider needs for rental equipment well in advance.

INVITE YOUR ATTENDANTS and be sure that your groom invites one usher for every fifty guests, regardless of the number of bridesmaids that you select.

INVITATION LISTS should be made out with your mother for both ceremony and reception. Prepare separate list for announcements. Get additional lists for mailing from your fiance and his family. Order invitations, reception cards, announcements and personal stationery. Allow at least two weeks for delivery. If wedding is small, bride and her mother write personal invitations to the ceremony. Formal invitations are mailed three weeks before wedding, notes two weeks prior. Mail wedding announcements immediately after ceremony, never before.

CHOOSE YOUR WEDDING GOWN and veil at earliest time possible. Select your attendants' costumes, your mother's dress and all accessories. Ask for color samples of bridesmaids' dresses for florist.

The Second Month

SHOP FOR YOUR TROUSSEAU, including your clothes, lingerie, home furnishings and linens. Select and register your patterns in china, silver, glassware.

ARRANGE FOR FINAL FITTINGS of your gown. Make photographer's appointment as soon as you know when gown will be ready. Engage the candid cameraman to cover your wedding and reception. Make beauty salon appointment now for your portrait and for wedding.

PLAN RECEPTION MENU, order wedding cake. If music is desired, engage musicians for wedding and reception. Order floral decorations and bridesmaids' bouquets. You should help select your bouquet and the mothers' corsages even though the groom pays for them.

CHOOSE GIFTS for attendants and arrange for luncheon or rehearsal party at which you present them. Address invitations and announcements for mailing.

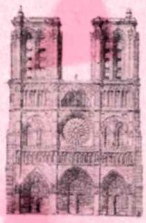
The Last Month

ARRANGE FOR DISPLAY of gifts at home. If reception is away from home, guests expect to call at bride's house to see gifts during week before event.

SEND GLOSSY PRINTS of photograph to newspaper with description of wedding and reception details. Investigate state and city marriage license laws.

ARRANGE LODGING for out-of-town guests and attendants and transportation to the church for bridal party and both families. Attend wedding rehearsal.

LAST MINUTE CHECKLIST. Check delivery on trousseau, attendants' costumes and other items. Check groom on all his arrangements. Pack suitcases for trip. Check everyone concerned with wedding plans.



Wedding Etiquette

HOW FORMAL A WEDDING? Whether it is to be a daytime or an evening ceremony, the bride's attire determines the degree of formality for the wedding party and guests. The more formal the wedding the larger the number of attendants and ushers required. The wedding gown with long train and veil is the traditional costume for the most formal wedding. For less formal dress, floor length and short bouffant bridal gowns with convertible features are favored because of future wardrobe possibilities.

THE FASHIONABLE HOUR. High noon, or half-past twelve, is the best hour for the morning wedding. However, because of customs of some churches, nine and ten o'clock ceremonies are equally desirous. The afternoon wedding at four or four-thirty is most fashionable, although many are held as early as three or three-thirty. The morning or afternoon wedding may be formal or informal. Evening weddings are at eight, eight-thirty, and in certain areas of the country, as early as six and as late as nine o'clock. If the evening wedding is formal, it is most strictly so, and calls for the entire party to be in formal attire. For church weddings, consult the authorities of your affiliation for regulations and customs.

MENU FOR THE RECEPTION depends upon the hour of the ceremony and the formality of the affair. A high noon wedding calls for a breakfast, which requires a luncheon menu. A three, three-thirty or four o'clock ceremony is generally followed by simple tea-time refreshments, although a more elaborate menu is permissible. Ceremonies as late as four-thirty or five require a reception supper, similar in menu to the breakfast. The guests for both the breakfast and the reception supper may be served buffet style or seated at tables.

THE RECEIVING LINE is headed by the bride's mother. The bride's father and the groom's father may stand in the line or mingle with the guests at reception. Best man and ushers are never part of reception line.

YOU MAY HAVE TWO CAKES—the bride's, an elaborate, white tiered cake, and the groom's, a rich, dark fruit cake, usually boxed for guests to take home. After guests have been through reception line, bride and groom join right hands on a ribbon-tied knife and cut for themselves the first piece of the bride's cake. After they have cut the cake, bride and groom may withdraw to change into their traveling clothes.

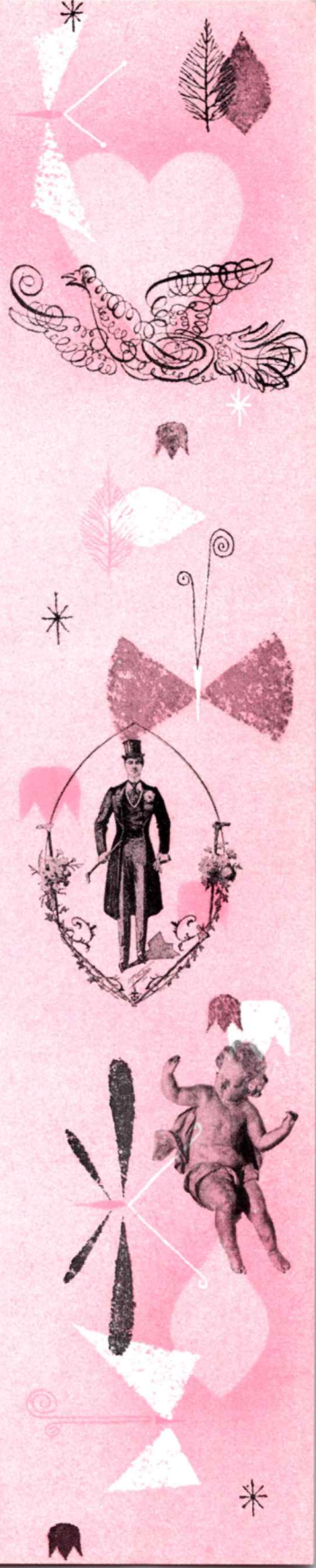
PRE-NUPTIAL PARTIES are fun for the bride, groom and their friends. Only friends give showers for the bride. Relatives on either side may give parties in honor of the bride, but at these affairs there are no gifts. Guest lists for showers are checked with the bride and her mother. Usually, bride's attendants are invited to all showers. A possible exception: if the party is given exclusively for a particular neighborhood group or club.

SPINSTER PARTY is given by the bride, her maid of honor or close friend. This party is small, intimate. No presents are given the bride but she may present her attendants with her gifts to them.

BACHELOR DINNER is traditionally given by the bridegroom, but it may be given by the best man, an usher or friend. It is, of course, "for men only."

REHEARSAL OR BRIDAL DINNER may be given by groom's parents, the bride's, an intimate friend or relative of either the bride or the bridegroom. Remember to invite spouses of wedding party members. Close out-of-town guests and relatives are also included. Affair may be sit-down dinner or informal buffet.

ON THE DAY OF YOUR WEDDING, remember that your bridesmaids are to be decorative, ushers useful.



Wedding Etiquette

DUTIES OF THE WEDDING PARTY are "short and sweet." Bride's attendants buy their own attire although the bride indicates her preference. Bridesmaids and maid of honor should entertain the bride. Maid of honor assists with the bride's bouquet, veil and train at church, signs marriage certificate. Best man calls for groom, carries and presents ring, pays clergyman with envelope from groom. Head usher assembles wedding guests when bride's cake is cut. The ushers seat guests at the ceremony.

YOUR FATHER gives you away according to tradition. If this is not possible, then it may be your uncle, brother, guardian or close friend. It is also permissible for the mother to respond from the pew and give away the bride if she chooses to do so.

OUT-OF-TOWN guests should be billeted by the bride's family. This applies to groom's parents if they live out of town, the bride's attendants and close family friends. Other out-of-town guests should arrange and pay for their own reservations.

DOUBLE-RING ceremonies are popular and nice to see. Maid of honor may carry the bridegroom's ring or the bride may wear it to the altar on her left hand. Best man carries bride's ring as in other services.

YOUR NEW NAME will be a joy to write. Your husband's full name is your formal name, Mrs. John Charles Reed. It is used for charge accounts, hotel registration, club membership, engraved cards.

YOUR INFORMAL NAME will be Elaine H. Reed or Elaine Harrison Reed. This name is used for signing letters. Your husband's name will be added in parentheses under your informal name for business (Mrs. John C. Reed). Never sign your name with "Mrs." (Mrs. Elaine Reed). Gift cards should be signed Elaine and John Reed, not Mr. and Mrs. John C. Reed.

OBLIGATIONS OF THE BRIDE AND HER PARENTS

Wedding Ensemble	Attendants' Bouquets
Personal Trousseau	Attendants' Gifts
Linen Trousseau	Bridal Portraits
Invitations	Wedding Photographs
Announcements	Bride's Gift to Groom *(optional)*

Reception, decorations, beverages, wedding cake
Church expenses including music, decorations, sexton
Transportation for bridal party to and from church
Parents' wedding gift to bride and groom

NOTE TO THE BRIDE'S MOTHER . . . keep the groom's mother informed of your plans. Let her know exactly how you and the bride's father will dress so she can conform.

NOTE TO THE BRIDE'S FATHER . . . your role in wedding is important so be sure to dress exactly as the other men in the party. You present bride in marriage.

NOTE TO THE GROOM'S MOTHER . . . if the bride lives in another city, you should write her a note welcoming her into family. If she lives in same city, you and groom's father should call on the bride's parents before engagement is announced officially.

OBLIGATIONS OF THE GROOM AND HIS PARENTS

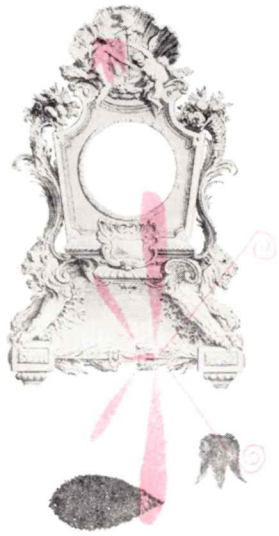
Engagement Ring	Personal Guest Lists
Wedding Ring	Bride's Flowers
Minister's Fee	Mothers' Corsages
Wedding License	Honeymoon Expenses

Boutonnieres for groom, best man, ushers, fathers
Parents' wedding gift to bride and groom
Groom's personal gift to the bride
Ties and gloves for attendants, if formal wedding
Gifts for each of the groom's attendants

You, the Bride...

Your wedding is our concern . . . we want you to be the bride beautiful, radiant with happiness, aglow with contentment. Our consultants will assist you in planning your bridal parties, your wedding and your future home. We are at your service — today, tomorrow and always.

RIKE'S BRIDAL CONSULTANT and her staff, in their pleasant seventh floor salon, can make your wedding planning fun . . . instead of a chore. Don't hesitate to bring us your problems. We can help you from the first momentous "yes" to the all important "I do"! Whether you are planning a completely formal wedding, a smaller semi-formal one, or a simpler informal wedding, it can and should be correct in every detail. Remember — it is your wedding — your day — and we are here to help crystallize your plans. Tradition, fashion, and etiquette all play their part. For many years to come you'll relive your wedding with all its details. A little forethought will make it a good memory. Many of Rike's special bridal services are listed on the following pages, but there are many more, keyed to your individual needs. Take advantage of these services and you'll be free to enjoy those pre-wedding weeks of wonderful parties and gifts . . . climaxed by a day you will remember as perfect!



Wedding Services

RIKE'S BRIDAL SALON has the latest fashion news on styles, colors, fabrics and accessories for brides, bridesmaids, flower girls and mothers of the bride and groom. Facilities for dyeing new fabric shoes to match any costume have been added to our department recently. If you wish, we will write the description of your wedding attire for release to the newspapers, assist with your trousseau shopping and make beauty and fitting appointments. Delivery of your gown within the city limits is made to the photographer of your choice and again to the home or church. We shall be glad to advise you on any phase of wedding etiquette or procedure which may be puzzling you. Many helps are available for planning receptions and parties. To send you down the aisle with our best wishes, a traditional "blue garter" is included with the final delivery of your wedding gown.

HEIRLOOM PROCESSING is available to all who wish to preserve their bridal costume permanently.

ESQUIRE'S GUIDE FOR THE BRIDEGROOM is offered as a gift to the groom by the London Shop in Rike's Store for Men. Rules on attire, gifts and financial obligations are some of the points covered.

EVERY DEPARTMENT AT RIKE'S is anxious to be of service to the bride. Every convenience has been planned for your trousseau shopping, your home furnishing projects and your wedding.

RIKE'S GIFT REGISTRY SERVICE helps eliminate duplication of gifts and provides a record of your gift preferences for use by your friends. A separate record is kept for each bride at our Gift Registry Desk on the fourth floor beside the escalators. Our Gift Consultant will be happy to help you coordinate your tableware patterns and suggest many wonderful gifts for your preference list.

RIKE'S HOME CONSULTANT will help with the many furnishing problems involved in establishing a new home, no matter how large or small. She is located on our fifth floor beside the escalators. Her expert advice on color schemes, styling and window problems may save you many costly errors. There is no charge for her services.

YOUR PAPER TROUSSEAU will be beautiful and correct if you ask Mrs. Edwards in our street floor stationery department to help you in your selection. Order all your wedding and personal stationery early. Remember, delivery takes from three days to three weeks, depending upon your selection.

RIKE'S PHOTOGRAPH STUDIO on the seventh floor offers you a sitting for a formal wedding portrait with one glossy print suitable for newspaper use without any charge or obligation.

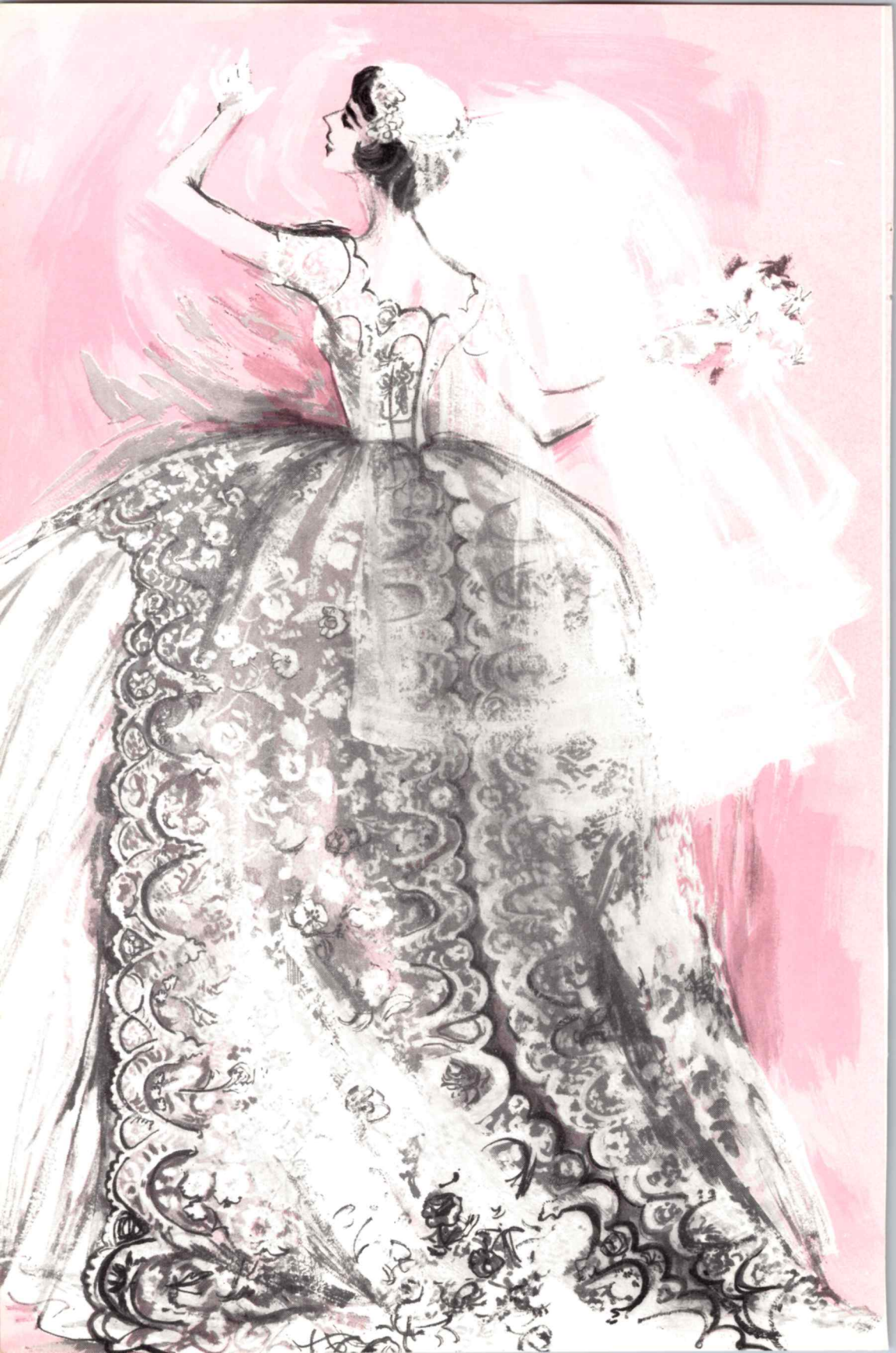
RIKE'S PRIVATE DINING ROOMS on the fifth floor are available by appointment for luncheons and parties. Call Rike's Dining Room Hostess for details.

YOUR Bridal GOWN

We at Rike's are proud of our extensive collection of bridal and attendants' gowns. The gowns pictured on the following pages are merely representative of the wonderful choice of styles available to you. You will find the very latest in ballerina and waltz length gowns as well as floor length. The picture of elegance is complete in a gown with a train — whether you choose a short sweep, a chapel train, or the very impressive cathedral length train. Fabrics this year are better than ever and cover a wider range — including the many beautiful laces, pure silk taffetas and shantungs, nylon tulle, organzas and of course the very traditional satins. Many of the gowns have combined two or more of these fabrics for an even lovelier effect. We can offer you gowns with good lines and design in excellent fabrics. Our staff will help you decide which type of gown is most suitable for your wedding plans. We feel certain that you will find the gown of your dreams here and that you will walk down the aisle confident that you are indeed a beautiful bride!

Right: Exquisite Nylebrode* lace etches floating yards of nylon tulle clouding luminous rayon satin. Chapel train. About $145

**Reg. U. S. Pat. Office*



Left and below: Imported French Chantilly lace veils whispering acetate taffeta, dips into the foaming nylon tulle skirt, extends to back panels that flow to a graceful chapel length train.

The gown's neckline is scalloped and squared, then lightly sprinkled with opalescent jewels... figure-molding lace bodice ripples to the quaint pointed apron peplum. Available in all white, white over delicate blush or ice blue. About $110

Left and below: Reminiscent of the late nineteenth century... designed for the modern-day bride. Ultra-feminine shirtwaist highlighting the diminutive empired waistline lends grace and charm.

Narrow borders of nylon Val-type lace mold a smooth-shouldered bodice... the belled skirt is shaped by an explosion of effervescent nylon tulle encircled by bands of lace. Your choice of all white or ivory. White over blush pink or ice blue. About $130

Left and below: Printemps bride, a vision of loveliness in a delicacy of nylon tulle drifted with dainty embroideries and posed over a bouffance of accordion pleated skirtage that has a slight back sweep.

Basqued bodice has the romantic portrait neckline, a fragile little sleeve. The patterned tulle forms panniers over the full froth of pleated nylon tulle skirt. Your choice of white over white, ice blue, or blush pink acetate taffeta. About $145

Below: Melting away at waltz length... fragile nylon tulle bordered by scallops of exquisite imported French peau d'ange lace. Available in white, blush pink, ice blue, or candlelight. About $70

Left: An unforgettable wedding dress... imported French Chantilly lace over layer upon layer of nylon tulle skirtage. An insert of pleated tulle crosses the baring decolletage. Available in all white or white over blush pink, ice blue or ivory. About $110

Above: Your maids, Dresden figurines in floor-length gowns of crystal acetate-and-silk. New flattering long bodice . . . complemented by a pleated decolletage caught at the corners with perky self bows. Your choice of a wide selection of pastel shades. About $40

BRIDAL ACCESSORIES and underpinnings, subtle and tasteful, are the "little things" that count.

Your personal trousseau should reflect your own distinctive beauty . . . flattering and feminine!

Below: The Directoire influence felt in a bridesmaid's confection of filmy nylon chiffon. Shirred long bodice builds to a high-bosomed silhouette. Your choice of many pastel shades. About $30

Back Cover: Bejeweled bertha frames a magnificent creation fashioned of French Chantilly lace. Opulence of skirt falls from the figure-molding torso to a graceful chapel train. In all white or white over blush pink, ice blue, old ivory. About $165

Arrival at the Church

USHERS arrive one hour before ceremony, ready to assist in seating guests. Allow one usher to fifty guests.

BRIDEGROOM AND BEST MAN arrive together. Best man has ring, minister's fee and license. They wait in vestry.

BRIDESMAIDS arrive together, half hour to fifteen minutes before ceremony, depending on church facilities.

BRIDE'S MOTHER arrives with bridesmaids or someone in wedding party and is last to be seated before ceremony.

GROOM'S PARENTS arrive ten minutes before ceremony and are escorted to right front pew of center aisle just before the entrance of bride's mother. She is seated last of all to the left front pew of the center aisle. No late arrival should be seated after or during the entrance of the bride's mother.

THE BRIDE AND HER FATHER are the last to arrive at church.

AT FIRST NOTE of the wedding march, clergyman steps to chancel. Bridegroom and best man enter from vestry and take places at altar. Rest of wedding party enter from rear of church.

IN THE PROCESSIONAL, bridesmaids may enter single file or in pairs. If there are more ushers than bridesmaids, do not have them pair off in the recessional.

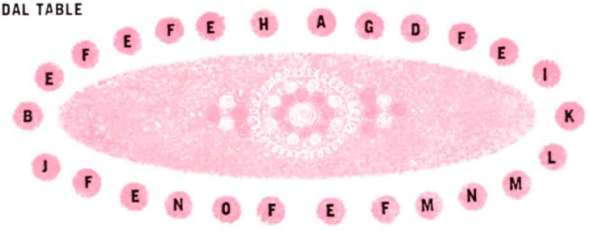
A	BRIDE
B	BRIDE'S FATHER
C	FLOWER GIRL
D	MAID OF HONOR
E	BRIDESMAIDS
F	USHERS
G	GROOM
H	BEST MAN
I	BRIDEGROOM'S FATHER
J	BRIDEGROOM'S MOTHER
K	BRIDE'S MOTHER
L	CLERGYMAN
M	WOMAN GUEST
N	MAN GUEST
O	CLERGYMAN'S WIFE

THE PROCESSIONAL

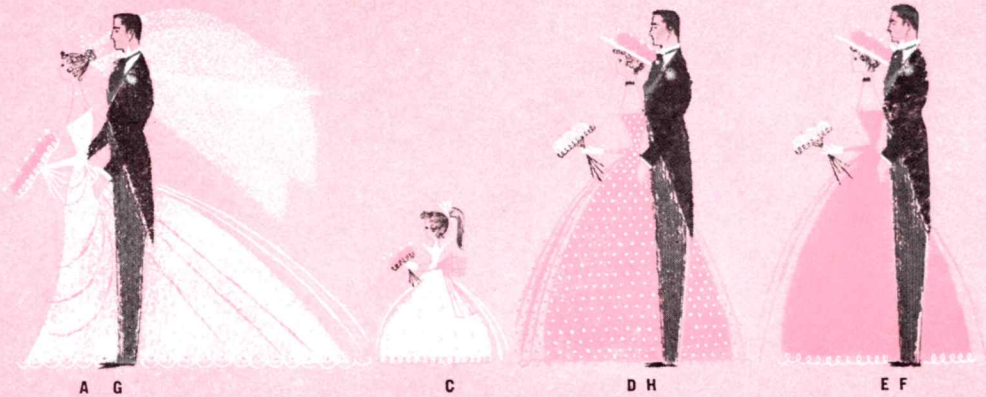
Wedding

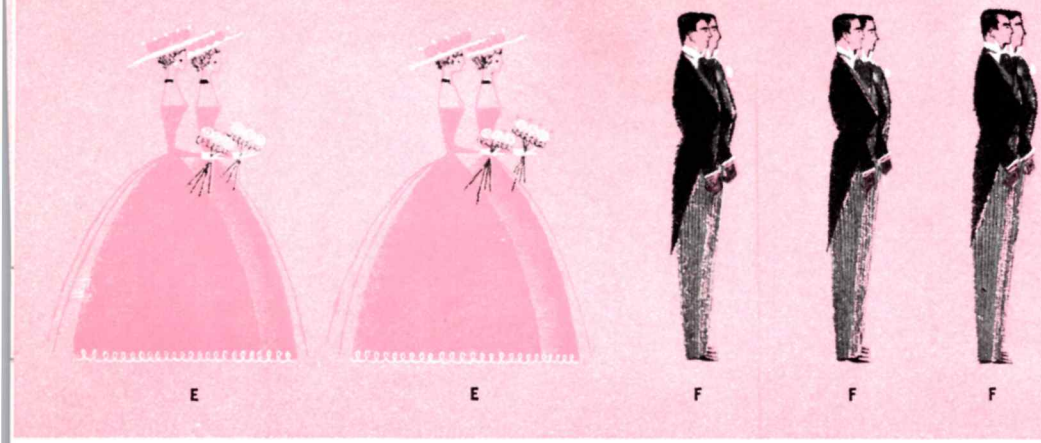
THE RECEIVING LINE

THE BRIDAL TABLE



THE RECESSIONAL





Procedure

AT THE ALTAR, the bride's father stands just back of his daughter until he has given her away; then he takes his place in the first left pew with the bride's mother. Note: In some ceremonies the father will take the bride down the aisle on his left arm so that he will stand between the bride and groom in giving her away.

SHARING THE SPOTLIGHT...

CORRECT ATTIRE FOR THE GROOM and his attendants lends poise and dignity to the wedding ceremony. Because there is a similarity of dress, boutonnieres conform to strict rules and serve as a means of identification. Groom invariably wears lily-of-the-valley or other small flower from bride's bouquet. Best man and the fathers usually wear gardenias while ushers wear carnations. All wear white handkerchiefs in breast pockets. All men dress for time of the wedding ceremony, regardless of hour of the reception. For instance, if the ceremony is in the morning and the reception is at night, men wear the same attire to the reception as to the ceremony.

FORMAL ATTIRE, BEFORE 6 P.M. Oxford-gray cutaway coat with gray or buff waistcoat. Striped trousers. White dress shirt with wing collar and gray ascot tie. Black oxfords and black hose. Silk hat and gray gloves.

FORMAL ATTIRE, AFTER 6 P.M. Full evening dress. Tail coat with formal trousers. White waistcoat and white bow tie. Dress shirt with wing collar. Black patent leather oxfords and black hose. Silk or opera hat and white gloves.

SEMIFORMAL ATTIRE, BEFORE 6 P.M. Single-breasted Oxford-gray coat with gray or buff waistcoat. Striped trousers. White shirt with turn-down collar and gray four-in-hand tie. Black oxfords and hose. Snap brim felt or Homburg and gray gloves.

SEMIFORMAL ATTIRE, AFTER 6 P.M. Single or double breasted dinner jacket with formal trousers. Matching waistcoat or cummerbund. White shirt with turn-down collar and black bow tie. Black oxfords and hose. Homburg or snap-brim felt and gray gloves. See chart on following pages for informal and summer attire.

WEDDING ATTIRE*

	BRIDE	ATTENDANTS
BEFORE SIX	**GOWN** with train **HEADDRESS** long or fingertip long veil most formal **FLOWERS** bouquet or white prayer book with flowers	**GOWNS** floor or short formal length **HEADDRESSES** to blend with costumes **FLOWERS** bouquets
AFTER SIX	**GOWN** with train **HEADDRESS** long or fingertip long veil most formal **FLOWERS** bouquet or white prayer book with flowers	**GOWNS** floor or short formal length **HEADDRESSES** to blend with costumes **FLOWERS** bouquets
BEFORE SIX	**GOWN** with or without train or short formal length **HEADDRESS** short veil **FLOWERS** bouquet or white prayer book with flowers	**GOWNS** floor or short formal length **HEADDRESSES** to blend with costumes **FLOWERS** bouquets
AFTER SIX	**GOWN** with or without train or short formal length **HEADDRESS** short veil or veil-less **FLOWERS** bouquet or white prayer book with flowers	**GOWNS** floor or short formal length **HEADDRESSES** to blend with costumes **FLOWERS** bouquets
BEFORE SIX	**GOWN** floor or short formal length; afternoon dress or costume suit **HEADDRESS** hat unless home wedding **FLOWERS** small bouquet	**DRESSES** length and type to match bride's costume **HEADDRESSES** to blend with costumes **FLOWERS** small bouquets
AFTER SIX	**GOWN** floor or short formal length **HEADDRESS** to blend with costume (no hat at home wedding) **FLOWERS** small bouquet	**DRESSES** length and type to match bride's costume **HEADDRESSES** to blend with costumes **FLOWERS** small bouquets

**For any variations, see our consultant*

MOTHERS	GROOM · BEST MAN · FATHERS · USHERS	
FORMAL		
GOWNS floor length **HEADDRESSES** hats to blend **FLOWERS** corsages	**COSTUME** Oxford-gray cutaway coat, striped trousers see preceding pages **BOUTONNIERES** groom — lily-of-the-valley fathers, best man — gardenias ushers — carnations	
GOWNS floor length **HEADDRESSES** evening headdresses **FLOWERS** corsages	**COSTUME** full evening dress see preceding pages **BOUTONNIERES** same as formal before six	
SEMI-FORMAL		
GOWNS floor or street length **HEADDRESSES** hats to blend **FLOWERS** corsages	**WINTER COSTUME** single breasted Oxford-gray coat, striped trousers see preceding pages **SUMMER COSTUME** white suit or dark blue coat, white or light gray trousers, white shirt, turn-down collar, conservative four-in-hand tie **BOUTONNIERES** same as formal	
GOWNS floor length **HEADDRESSES** evening headdresses **FLOWERS** corsages	**WINTER COSTUME** dinner suit see preceding pages **SUMMER COSTUME** white dinner jacket, formal trousers, white shirt, turn-down collar, black bow tie **BOUTONNIERES** same as formal	
INFORMAL		
DRESSES same length as bride's or afternoon costume **HEADDRESSES** hats **FLOWERS** corsages	**WINTER COSTUME** dark blue or Oxford-gray suit, white shirt, turn-down collar, conservative four-in-hand tie **SUMMER COSTUME** same as winter costume or white suit or dark blue coat, white or light gray trousers, conservative four-in-hand tie **BOUTONNIERES** same as formal	
DRESSES floor length or same as bride's **HEADDRESSES** evening hats or headdresses to blend **FLOWERS** corsages	**WINTER COSTUME** dark blue or Oxford-gray suit, white shirt, turn-down collar, conservative four-in-hand tie **SUMMER COSTUME** same as winter costume see consultant for variations **BOUTONNIERES** same as formal **For any variations, see our consultant*	

A day to remember...

Your hours of careful planning during the weeks
preceding the ceremony will bring you to the altar
a serene and radiant bride. Every lovely detail
of your wedding will be a bond between you and
your husband through the years you spend together.
May your happiness endure . . . may the memory of your
perfect wedding day be with you always.

STAFF

Gift Consultant	Elaine Clevell
Home Consultant	Belle Staton
Bridal Consultant	Jane Mowry
~~Asst. Bridal Consultant~~	Suzanne Rodabaugh
Bridal Buyer	~~Jo-Ann Rhodes~~

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